

Case Study: Hemmings Classic Car Magazine Redesign

Goal

The goal of this project was to modernize and enhance the visual appeal of a classic car magazine while preserving its nostalgic essence. The challenge was addressing the existing design's lack of hierarchy and readability, which made it less engaging for its audience.

Strategy

I focused on improving key design elements such as typography, hierarchy, and layout to have a balance between modern and traditional aesthetics. To achieve this, I conducted research on similar magazines, updated the typography, redesigned the layout, and created a visually compelling cover that captures attention while honoring the magazine's vintage theme.

Process

Reviewed existing issues of Hemmings Classic Car to identify areas for improvement. Studied similar publications to understand best practices in editorial design. Updated the typography to include a mix of classic serif fonts for a nostalgic feel and modern sans-serif fonts for readability and contrast. Introduced a clear visual hierarchy to guide readers through the content more effectively. Redesigned the magazine's layout with an emphasis on structure and balance, ensuring content is organized and visually appealing. Created an eye-catching cover featuring bold photography and vintage-inspired design elements.

Takeaways

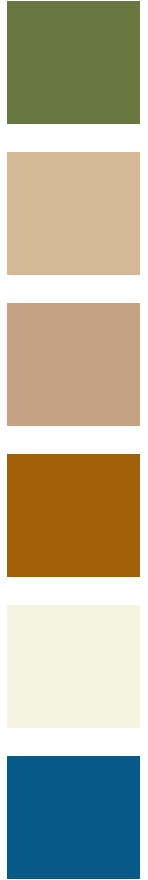
This project strengthened my skills in editorial design, typography, and understanding audience preferences. I learned how to merge traditional aesthetics with modern design techniques to create an engaging visual experience.

Result

The redesigned magazine layout is visually appealing, improves readability, and successfully aligns with the vintage car theme.

HEMMINGS

MOTOR NEWS & MARKETPLACE



Rushil Bansodeb

Hemmings

Est 1954

CLASSIC CAR

1956 Mercedes-Benz
300SL Gullwing



CLASSIC CAR CONTENTS

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On The Cover: The 1956 Mercedes-Benz 300SL Gullwing is a classic icon celebrated for its sleek design and innovative “gullwing” doors. Powered by a 3.0L inline-six engine with advanced fuel injection, it was one of the fastest cars of its era. Its lightweight frame and timeless style made it a symbol of luxury and performance. Today, it remains a sought-after gem in automotive history.

On Table Of Content: The 1962 Porsche 356 is a timeless sports car known for its curvy design, lightweight build, and agile performance. Powered by a rear-mounted flat-four engine, it offered a thrilling driving experience and set the foundation for Porsche’s iconic engineering. Its blend of elegance and simplicity makes it a cherished classic today.

PERSPECTIVE

2-3 Table Of Content

17 Letter From Editor

MARKETPLACE

14 -15 Advertisment
Vitage Car Collection
Auction

16 Advertisment
Shell Engine Oil

FEATURES

4-5 Profile Features
Jay Leno The Ford Mustang
Collector.

6-7 Mini - Features
Restoring A 1969 Chevrolet
Malibu.

8-9 Cover Story
The Golden Age of Car:
From Hot Rods to Modern
Day

TECH

10-11 Cover story
The Birth of Hot Rods: A
Backyard Revolution

12-13 Cover story
The Timeless Art of Car
Customization

A Passion For Ford Mustang:

Meet Jay Leno An Extraordinary Car Collector.



In the world of classic car enthusiasts, few names evoke as much admiration as Jay Leno, the legendary comedian-turned-car collector whose passion for automotive history is unmatched. Among the treasures in his extensive collection stands a crown jewel—a meticulously restored 1965 Ford Mustang, a car that symbolizes the golden age of American muscle and holds a special place in his heart.

Jay Leno's love for cars began long before his rise to fame. Growing up in New England, he was captivated by the sights and sounds of classic American automobiles, and the Ford Mustang was a stand-out. "The 1965 Mustang wasn't just a car," Jay recalls with his signature humor, "it was the coolest thing on four wheels—a true game-changer for the average Joe who wanted a bit of style and power.

The 1965 FORD MUSTANG A PIECE OF ART.



The 1965 Ford Mustang, credited with creating the pony car segment, made an immediate impact upon its debut. With its sleek, compact design and an array of customization options, it appealed to a broad audience, from young thrill-seekers to everyday families. Featuring engines ranging from an economical inline-six to a potent 289 cubic-inch V8, the Mustang offered something for everyone. Over the years, it became a cultural icon, a car immortalized in film, music, and the hearts of enthusiasts like Jay. For Jay, adding a 1965 Mustang to his collection was a must. After a long search, he acquired a fastback model that had been lovingly cared for but was far from pristine. "It had good bones," Jay says, "but it needed a bit of TLC to bring it back to its glory days." As someone who values authenticity, he decided to oversee the restoration himself, working alongside his skilled team in his world-famous garage.

Restoring the Mustang was a project of passion for Jay and his team. Over the course of a year, they brought the car back to life, ensuring every detail was true to its original factory specifications. From the Wimbledon White paint job to the bright red interior, every aspect was meticulously restored. "We even tracked down an original AM radio for the dashboard," Jay says with a grin. "It's those little touches that make the difference.

The completed Mustang is now a centerpiece in Jay's collection. Its gleaming exterior and roaring V8 engine are a testament to the craftsmanship and innovation of the 1960s. "Driving it feels like stepping back in time," Jay shares. "It's not just a car—it's an experience." Whenever he takes it out for a spin, it turns heads, sparking conversations with fellow enthusiasts who share his love for automotive history.

As one of the most recognizable figures in the car world, Jay uses his platform to celebrate and educate others about classic cars. His Mustang often takes center stage in his web series, Jay Leno's Garage, where he shares the story of its restoration and its role in shaping automotive culture. "Cars like this remind us of where we've been and how far we've come," Jay says. "They're rolling history lessons.

Despite owning hundreds of cars, Jay's 1965 Mustang holds a special place in his collection. "It's the kind of car that resonates with everyone—whether you're a hardcore gearhead or just someone who appreciates a good story," he explains. Jay hopes his efforts to preserve and share cars like the Mustang will inspire future generations to cherish automotive heritage. "These cars aren't just machines," he says. "They're pieces of art, and it's our job to keep them alive.





The Journey Of A 1969 Malibu

Restoring a 1969 Chevrolet Malibu: A Journey Through Classic American Muscle



The 1969 Chevrolet Malibu, a true icon of American muscle cars, represents a perfect blend of style, performance, and nostalgia. Restoring one of these classics is a labor of love, a passion project that demands patience, attention to detail, and a healthy dose of mechanical skill. Whether you're driven by memories of cruising down Route 66 or captivated by the Malibu's timeless aesthetics, the process of bringing this beauty back to life offers both challenges and rewards.



Restoration takes time and patience, but every repair and polish brings the 1969 Malibu back to life, preserving a piece of automotive history.



The journey begins with finding the right Malibu to restore. Look for a car with a solid frame and minimal rust to avoid costly repairs. Focus on areas prone to damage, such as the floor pans, trunk, and frame rails. Whether you find your project at a local auction, online marketplace, or tucked away in a barn, choose one with “good bones.”

Begin the restoration by carefully dismantling the car. Remove the engine, transmission, interior, and exterior components. Take photos and label everything to ensure an easier reassembly. This step reveals the car's true condition and helps identify areas that need repair or replacement.

The heart of the 1969 Malibu lies under the hood. Options range from the original inline-6 to a powerful V8. Decide whether to rebuild the existing engine or upgrade to a modern powerhouse. Rebuilding involves replacing worn parts, cleaning components, and tuning for optimal performance. For added power,

consider upgrading the carburetor, camshaft, or exhaust system. Modern fuel injection systems improve reliability and fuel efficiency without sacrificing performance. Be sure to clean and organize the engine bay for a polished, show-ready look.

The Malibu's exterior defines its character. Address any rust or dents, welding in new metal where necessary. This is a critical step, as smooth bodywork ensures a professional paint finish. Once the body is ready, select your paint color. Classic choices like “Le Mans Blue” or “Tuxedo Black” preserve authenticity, while custom colors add a unique touch.

The Malibu's interior combines comfort and style. Restoring the interior involves replacing seat covers, carpeting, and door panels. Reproduction kits make it easy to recreate the factory look, while modern touches like upgraded sound systems or custom bucket seats can add personal flair.

The Golden Age of Car:

From Hot Rods To Modern-Day

Car Customization has always been central to automotive culture, transforming factory vehicles into unique expressions of creativity and performance. For many, this process is more than a hobby—it's a way to connect with history and push the boundaries of innovation. From its beginnings in the 1940s and 1950s hot rod movement to today's cutting-edge resto-mods, car customization has evolved dramatically while staying rooted in individuality and craftsmanship.

The origins of customization can be traced to the post-World War II boom. Returning soldiers brought back mechanical expertise gained during the war and applied it to their vehicles. The American automotive industry was flourishing, but factory cars were often viewed as uninspired and impersonal. This dissatisfaction led to the birth of hot rods: stripped-down, souped-up cars built for speed and style. These vehicles were often assembled in garages using lightweight materials and modified engines. Beyond performance, hot rods became symbols of youth rebellion and freedom, embodying the post-war generation's desire for individuality and self-expression.



Hot rod culture was more than just the cars it created a vibrant community. Events like the Pomona Swap Meet and Dry Lakes Racing in Southern California became gathering places for builders and enthusiasts to showcase their creations, exchange ideas, and compete. This culture quickly gained prominence, catching the attention of Hollywood. Films like *Rebel Without a Cause* (1955), starring James Dean, cemented hot rods as cultural icons. These cars represented more than transportation; they were symbols of defiance and the pursuit of a personal identity. By the 1970s and 1980s, car customization had expanded further, fueled by the muscle car era. Cars like the Ford Mustang, Chevrolet Camaro, and Dodge Charger became icons of power and style, perfectly suited for bold paint jobs, custom interiors, and performance upgrades. This era blended the raw power of V8 engines with a growing emphasis on aesthetics, showing how customization could turn mass-produced vehicles into personal statements.



Car customization is a celebrated tradition in automotive culture, born from a deep-seated desire to modify, improve, and personalize vehicles. This practice has been with us since the very first days of mass-produced automobiles, but it truly exploded into a phenomenon with the rise of the hot rod culture in the 1940s and 1950s. Over the decades, car enthusiasts have continuously redefined what is possible, creating personalized works of art that showcase a blend of individuality, performance, and craftsmanship. The golden age of car customization, from its roots in hot rods to its contemporary evolution into resto-mods, is a story of innovation, rebellion, and the love for all things automotive.

Car customization in the United States traces its origins to the years following World War II. In the aftermath of the war, thousands of soldiers returned home with newfound mechanical skills, many of which they had honed while working on military vehicles. These veterans, many of them young men,

were drawn to the growing automobile culture in the U.S., where the appeal of personal transportation was gaining widespread traction. However, many of the cars available for purchase, though reliable, were seen as bland and uninspired—nothing more than factory-standard models designed to serve the needs of the average driver.

The desire to modify and personalize these mass-produced vehicles led to the birth of what we now know as the "hot rod." The first hot rods were typically modified cars built for speed, often by stripping them down to the bare essentials to make them lighter and faster. The most common cars used for these modifications were pre-1935 models, which were cheap and plentiful in junkyards. Enthusiasts would often remove unnecessary parts, lowering the vehicle's weight and enhancing its performance. Engine modifications especially to increase horsepower became a key aspect of the hot rod.





The Birth of Hot Rods: A Backyard Revolution

One of the most significant aspects of the hot rod movement was its DIY nature. These cars weren't built by professional engineers or at factory assembly lines but were created in the backyards and garages of hobbyists. The idea of taking a humble car and making it unique became a driving force for the American youth culture of the era. Hot rods were more than just fast cars; they were symbols of freedom, individuality, and rebellion. They were cars that told the world, "I've made this vehicle my own," and they resonated with the post-war generation that sought to break free from the conformity of the past.

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Youthful Defiance on the Big Screen

As the 1950s progressed, hot rods became an essential part of the American landscape, both in terms of car culture and cinema. The rise of drag racing, where cars were raced on straight tracks to test their acceleration, helped solidify the place of hot rods in the public consciousness. Films such as *Rebel Without a Cause* (1955) starring James Dean showcased the rebellious nature of hot rods, with cars like the iconic Mercury Coupe becoming symbols of youthful defiance and adventure.



The Rise of Organized Hot Rod Events

By the 1960s, the hot rod movement had matured into something much more influential. Car enthusiasts started forming clubs and attending organized car shows, where custom cars were displayed and raced. The custom car culture had moved from garages and backyards into the public eye, thanks to burgeoning car shows and festivals like the Grand National Roadster Show and the California Hot Rod Reunion. These events, especially in California, became annual fixtures that showcased the talents of car builders, drawing crowds and inspiring a new generation of car enthusiasts.

Hot Rods and Muscle Cars: A Cultural Fusion

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The popularity of hot rods also influenced the auto industry itself. Manufacturers began to recognize the appeal of customized cars and offered their own performance packages and upgrades. The Ford Mustang, introduced in 1964, was a direct result of this cultural shift. Though not technically a hot rod, the Mustang was designed with the potential for customization in mind. It became the template for a new breed of American muscle cars that combined power with a sense of style. The Mustang was soon followed by the Chevrolet Camaro, Dodge Challenger, and Pontiac GTO each of which could be personalized to an enthusiast's taste, whether through performance modifications or cosmetic enhancements.

Hot Rod Events With Great Power & Speed

But hot rods weren't just about power and speed. They were also about style. Customization began to move beyond engine modifications into aesthetic changes longer fenders, custom paint jobs, lowered suspension, flashy wheels, and personalized interiors became hallmarks of the car culture. Hot rods were no longer just vehicles for racing; they were expressions of the driver's personality and a reflection of the broader cultural movement. These cars became symbols of American individualism, and the growing popularity of customization made it clear that cars were no longer just practical tools they were, in many ways, extensions of their drivers.



Driving Innovation: The Timeless Art of Car Customization

Car customization has always been about turning ordinary vehicles into personalized creations that reflect individuality and self-expression. Starting in the 1940s and 1950s, hot rodders transformed affordable pre-war cars into stripped-down, high-performance machines symbolizing freedom and rebellion. These early enthusiasts, often self-taught mechanics, built not just cars but a lifestyle of creativity and innovation, laying the foundation for a culture that continues today.

As the hot rod movement gained popularity, it inspired a larger community of car lovers who shared ideas and showcased their work at events like drag races and swap meets. By the 1960s, customization had influenced the mainstream automotive industry, leading to

the rise of muscle cars like the Ford Mustang and Chevrolet Camaro. Personalizing vehicles became a cultural phenomenon, with custom paint jobs, interiors, and performance upgrades allowing owners to express their style.

In the 1990s and 2000s, customization evolved further with the rise of resto-mods, which combined classic car designs with modern technology for improved comfort and performance. This approach appealed to a wider audience and helped grow the aftermarket industry, making it easier for enthusiasts to bring their creative ideas to life. Whether for performance or aesthetics, car customization remains a testament to the passion of those who refuse to settle for ordinary.



While traditional restorations aimed to return classic cars to their original, factory specifications, resto-mods were all about retaining the beauty and charm of vintage cars while improving their performance, reliability, and comfort using modern components and technologies.

At the heart of the resto-mod movement was the desire to preserve the past while embracing the future. For example, classic vehicles like the 1967 Ford Mustang or Chevrolet Corvette were restored to their original glory but updated with modern technology such as fuel injection, modern suspension systems, and air conditioning. These enhancements allowed vintage cars to perform at a level equal to or even surpassing that of modern vehicles, all while maintaining the aesthetic appeal of their original design.

Today, car customization is more advanced than ever before, incorporating cutting-edge technologies, materials, and design philosophies. The classic hot rod spirit of individuality still thrives, but it has evolved to incorporate hybrid and electric vehicles, as well as smart technologies and autonomous driving capabilities. Customizers today aren't just working with internal combustion engines they are exploring ways to modify electric vehicles and incorporate alternative powertrains into their builds.

The future of car customization is likely to include even more advancements in electric and autonomous vehicles, with customizers working to balance performance, technology, and aesthetics. As electric vehicles become more mainstream, enthusiasts are beginning to turn them into performance machines, modifying them with higher battery capacity, faster charging systems, and enhanced drive performance while retaining the car's signature look.

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Vitage Auction

COLLECTOR-CAR MARKETPLACE
AT WOODBINE CENTER

DATE: JAN-09-2025



HEMMINGS

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Own a Piece of History: Bid on the Car of Your Dreams!

Step into the driver's seat of nostalgia with our exclusive auction featuring rare and iconic classic cars.

Each vehicle is more than just an automobile; it's a story of craftsmanship, innovation, and timeless elegance.

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Dear Readers,

The heart of classic car culture lies in the stories these machines tell—not just of their engineering marvels, but of the people who restore, cherish, and preserve them. This month, we're celebrating the unsung

heroes of restoration, those who dedicate countless hours to reviving iconic vehicles like the 1969 Chevrolet Malibu or the groundbreaking Tucker Torpedo.

In this issue, we bring you tales of dedication and craftsmanship. From a barn-find Mustang transformed into a concours-worthy gem to the technical challenges of sourcing authentic parts for a mid-century Plymouth Fury, these stories highlight the passion that drives our community. We'll also delve into the art of balancing authenticity with modern upgrades, a topic that sparks lively debates among enthusiasts.

Classic cars are more than metal and rubber—they're pieces of history, symbols of innovation, and vessels of nostalgia. Whether you're deep in the process of your first restoration or simply dream of owning a vintage treasure, we hope this issue inspires you to keep that passion alive.

As always, we love hearing from you. Share your stories, restoration tips, and photos of your latest projects with us. Together, we keep the spirit of these classic cars roaring.

Happy mot

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